

# Stoke-on-Trent Joint Health and Wellbeing Strategy 2016-2020

## Quarterly Overview Report

Quarter 3, 2020/21

This report provides an update of progress against the Joint Health and Wellbeing Strategy. It includes an update on the indicators that have been agreed to measure progress against the plan (these are the measures published in the [plan](#)).

Board members are asked to consider this update and if they require further assurances, priority leads will be asked to provide these through email or a further report to the Board at its next meeting (as appropriate).

Priority leads have provided a strategic update for each priority which includes key messages, successes, challenges/risks and points to note from measures/data by exception.

Further detail on progress will take place during the planned 'spotlight' presentations. Spotlights are planned in the Boards' work programme.

# Increase Breastfeeding

## Strategic Update

### Key Messages

- Breastfeeding rates remain low in the city (although still in line with national variations) despite the continued efforts of all partners to increase these rates. Only data for England in 2019/20 has been published (rate increasing from 46.2 to 48)

### Progress Made

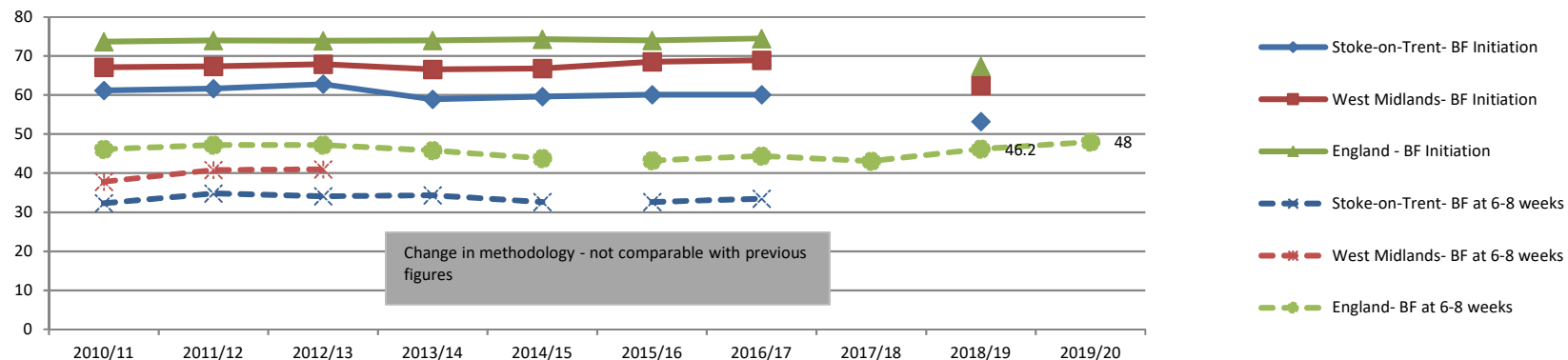
- There is a Pan Staffordshire Baby Friendly Strategy Group meeting that is developing a new Pan Staffordshire Breastfeeding action plan. This work is part of the Maternity Transformation Programme Plan which also has a focus on improving Breastfeeding rates.
- The training programme for our breastfeeding peer support volunteers is now taking place online with training due to be completed early in the new year. The volunteer co-ordinator is also building links with maternity and health visiting as well as continuing to work with existing community groups to enable face to face support to be provided as soon as safe to do so. In the meantime virtual groups to be established as soon as volunteers peer supporters have completed their training.

### Risks and Challenges

- Breastfeeding rates in the city remain low and due to Covid restrictions access to face to face support for breastfeeding remains limited. We currently know that the greatest drop off in breastfeeding rates, for those that do start, is in the first 2 weeks therefore this is a crucial time to support new mums to breastfeeding.
- The peer support programme is funded for 2 years through funding from the MTP and match funding from the city council. Sustainability of the peer support programme once successfully established will need to be considered.

## Mothers and babies have improved health as a result of the benefits of breastfeeding

Breastfeeding rates at initiation (measured by midwifery) and 6-8 weeks (measured by Health Visitors)



# Make healthy weight the norm

## Strategic Update

### Key Messages

- Work in underway regionally to support local areas to adopt and embed a whole systems approach to children's healthy weight. This is led by West Midlands Combined Authority, Sandwell Council and PHE. The Healthy Weight lead from Stoke-on-Trent City Council attended the first meeting to discuss plans.
- Healthy weight will be a priority of the CYP STP in 2021

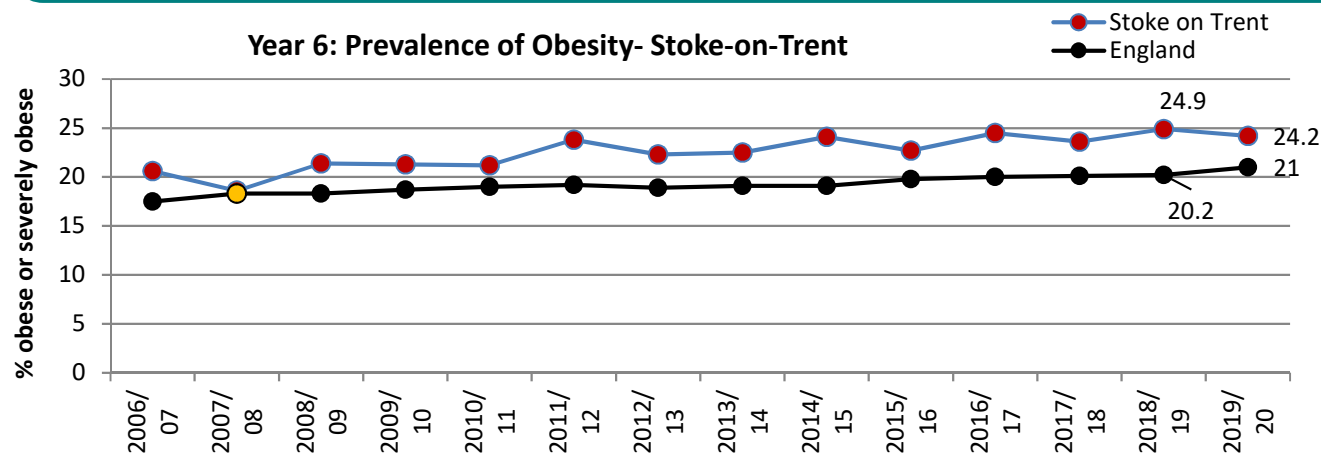
### Progress Made

- An evaluation report for the Cook and Eat programme (Q1) reported that 47 local residents completed the 6 week course and outcomes achieved by participants included:
  - 100% improved confidence and motivation to try new foods
  - 100% improved skills and knowledge to cook and eat healthily
  - 98% reported achieving outcomes beyond nutrition such as improved family relationships, improved social skills and improved confidence
- The evaluation report for Active Families (Q1) reported that 39 families (97 people) completed the 10 week programme, outcomes achieved included:
  - 98% increased the number of fruit and vegetable they consumed daily
  - 92% reduced take-away and ready meals
  - 99% increased consumption of breakfast
- To date Food for Life (FFL) has issued 31 bronze awards and 8 silver awards in primary schools across the city with the Willows Primary recently achieving silver. 15 early years settings have engaged with FFL and 7 have achieved the award.
- The main summer programme for Park Lives is winding down however there are still 17 weekly sessions happening in 9 parks across the city. Attendances have reached 6980 over the summer with 1049 new participants this year and Try Fishing, Wild Played themed sessions, Zumba and walking football being the most popular sessions.

### Risks and Challenges

- Although the NCMP data reveals a reduction in the prevalence of childhood obesity in Stoke-on-Trent, the Council will continue to review performance and embrace new approaches to continue to support families and children to lead a healthier lifestyle to see a continued improvement in levels of excess weight and an increase in physical activity levels.
- NCMP was paused in March and isn't likely to restart until at least the new year - we are still awaiting further information on when NCMP is likely to recommence.

## Children are a healthy weight



Prevalence of obesity (BMI greater than or equal to the 95<sup>th</sup> centile of the UK90 growth reference) among children in Year 6 (10-11 years)



Number of children in Year 6 (aged 10-11 years) classified as obese in the National Child Measurement Programme (NCMP) attending participating state maintained schools in England as a proportion of all children measured.

# Reduce under 18 conceptions

## Strategic Update

### Key Messages

- The under 18 conception rate in Stoke-on-Trent *increased* from 25.0 (per 1,000 females aged 15-17) in 2017 to 30.9 in 2018 (+24%). The *numbers* of conceptions in the city *fell* between 2016 and 2017 from 116 to 97.
- The number of teenage pregnancies in Stoke-on-Trent in the last 3 years has fallen from 176 in 2014 to 97 in 2017. The current conception rate in Stoke-on-Trent is the lowest it has been in 20 years.
- The Chlamydia Detection Rate (nationally recommended rate to achieve) of 2,300 per 100,000 young people aged 15-24 continues to be challenging across the country. Chlamydia Testing Activity Data for 2018 shows that 18.8% of the 15-24 Stoke-on-Trent population has been tested for Chlamydia this quarter. A detection rate of 1,351 has been achieved which is less than 2017 (1,754) and better than the overall detection rate in the West Midlands region (1,698).

### Progress Made

- The STAR team have continued to provide vital support to vulnerable young people during the Covid pandemic and lockdown both at school and in the home/community and to continue to promote access to the C-card scheme.
- A new PSHE co-ordinator is in post based in schools as part of the serious violence prevention work to help strengthen PSHE delivery and support schools with their new statutory duties. However due to Covid schools have been given an extension on roll out of the new PSHE curriculum.

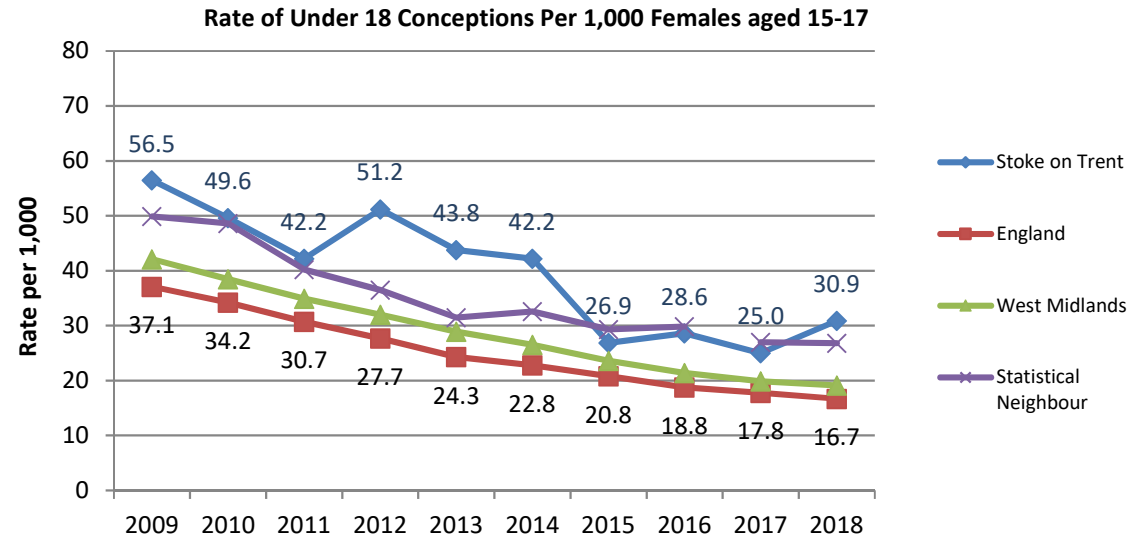
### Risks and Challenges

- The covid pandemic and lockdown has reduced opportunities for young people to access timely advice and support on reducing conceptions and this may have an impact on teenage pregnancy rates in the city.

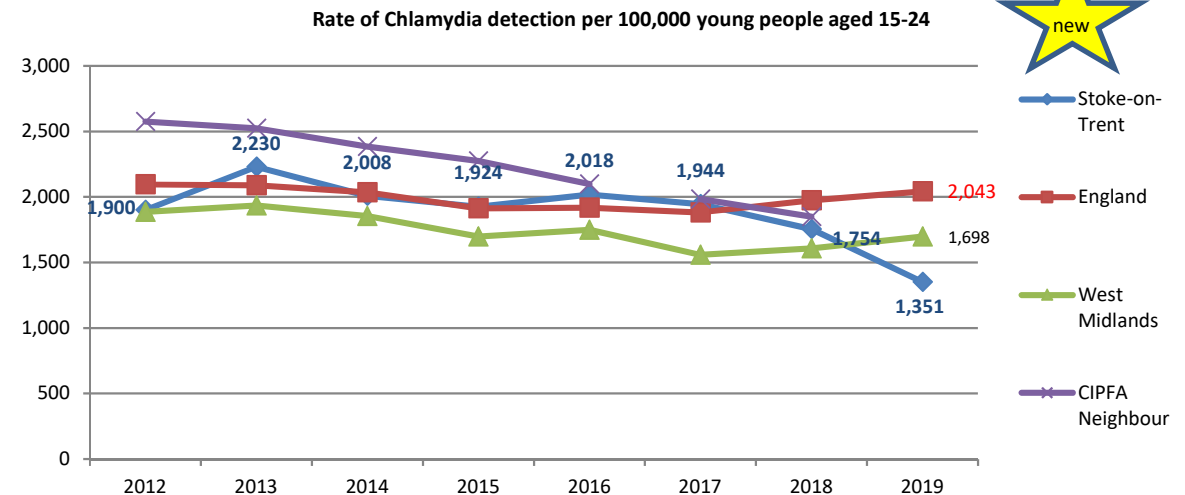
### Points to note

- There is a continued focus on C Card promotion and registration to increase the numbers of young people being able to access free condoms across city distribution points
- Public Health England continue to work on clearer ways to monitor the success of Chlamydia testing and are expected to share by end 2019.

## Young people make more positive and informed decisions around sex and relationships

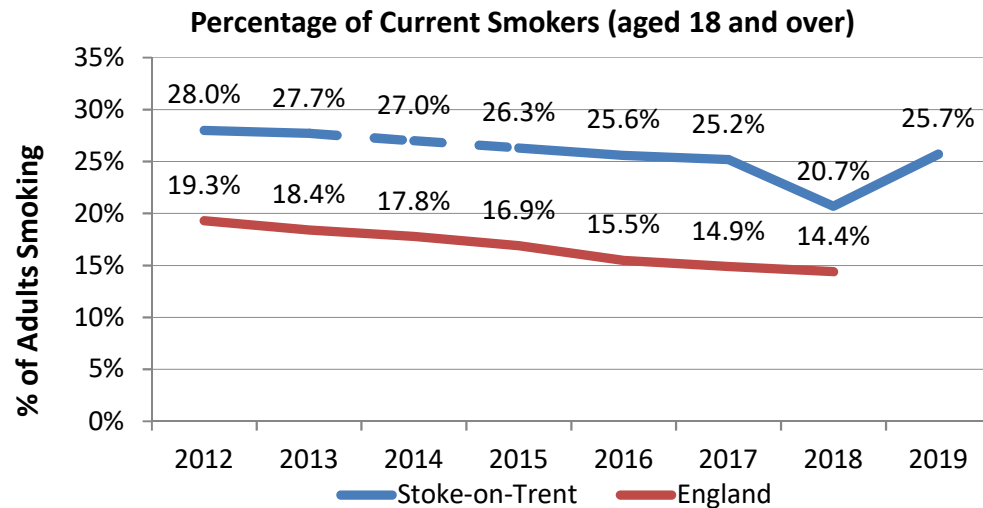


## Young people have good sexual health



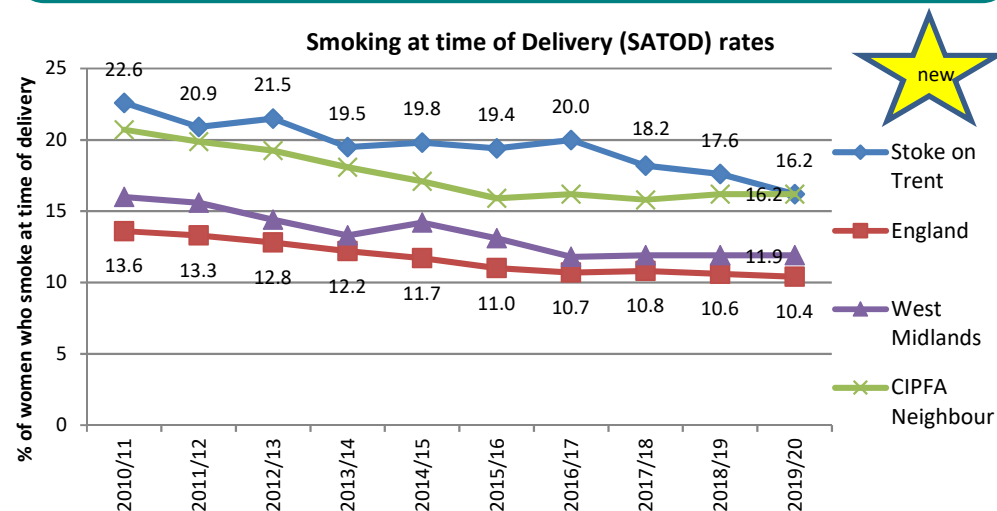
# Control tobacco and reduce smoking

Fewer adults in the city die or suffer ill health as a result of smoking



Local data from the Adult Lifestyle Survey for 2013 and 2016-19 has been used for Stoke-on-Trent. Unlike the England data, this includes all tobacco use. The local figures for 2014 and 2015 have been imputed from the 2013 and 2016 Lifestyle Surveys (and are therefore estimates).

Women experience healthier pregnancies and babies are healthier



## Strategic Update

### Key Messages

- The Smokefree Stoke-on-Trent group works in partnership to reduce the harm and inequalities caused by the demand, supply and use of tobacco in the city.
- The percentage of adults (aged 18 and over) currently smoking in Stoke-on-Trent has fallen from a high of 28.0% in 2012 to 20.7% in 2018.
- Encouragingly, smoking in pregnancy rates in Stoke-on-Trent continues to reduce and aligned with CIPFA neighbours at 16.2% (18/19) of pregnant women continuing to smoke throughout pregnancy, compared to the national average of 10.40%. Smoking during pregnancy remains a local priority as it can cause serious pregnancy-related health problems. These include complications during labour and an increased risk of miscarriage, premature birth, low birth weight and sudden unexpected death in infancy. Evidence shows that babies born to women who smoke during pregnancy are around 40% more likely to die within the first four weeks of life than babies born to non-smokers.
- The Stop Smoking Service is currently under review due to changes in trends and behaviors, especially in light of the Covid pandemic.

### Progress Made

- 10 secondary schools completed the ASSIST programme (smoking prevention initiative) in the 2018/19 academic year. Preventing the number of young people from taking up smoking is essential to reducing adult prevalence.
- UHNM staff continued to deliver brief quit smoking interventions to in-patients, with a referral to the stop smoking service for those wishing to quit.

### Risks and Challenges

- The prevalence of smoking and particularly smoking in pregnancy remains a considerable challenge and continued and collaborative action from HWBB members is required to achieve our joint vision of a SmokeFree Stoke-on-Trent.

# Reduce alcohol related health harms

## Strategic Update

### Key Messages

Alcohol related hospital admissions (adults) are higher than national, regional and nearest neighbour areas. The Council is working with the CCG, Community Drug and Alcohol Service (CDAS) and other partners to improve pathways and support for people frequently attending hospital due to alcohol use.

The number of adults successfully completing treatment for alcohol misuse fell between 2014 and 2017. This may be, in part, due to the integration of drug and alcohol services in 2015, which led to a reduction in alcohol users accessing the service., as well as the unexpected collapse of the service provider during this period. The new CDAS contract, which commenced Jan 19, focusses on engaging more alcohol users. This includes delivering services in community venues near to where people live, providing more flexible support, such as 'web chat', and increasing brief intervention and training sessions to prevent people developing problems relating to alcohol.

### Progress Made

Capital funding (£398K) has been secured from Public Health England to improve access to services for dependent drinkers.

Thanks to a robust prevention and early intervention programme which has been in place in the city for a number of years, alcohol related hospital admissions for under 18s have continued to decrease and are lower than both England and nearest neighbour areas.

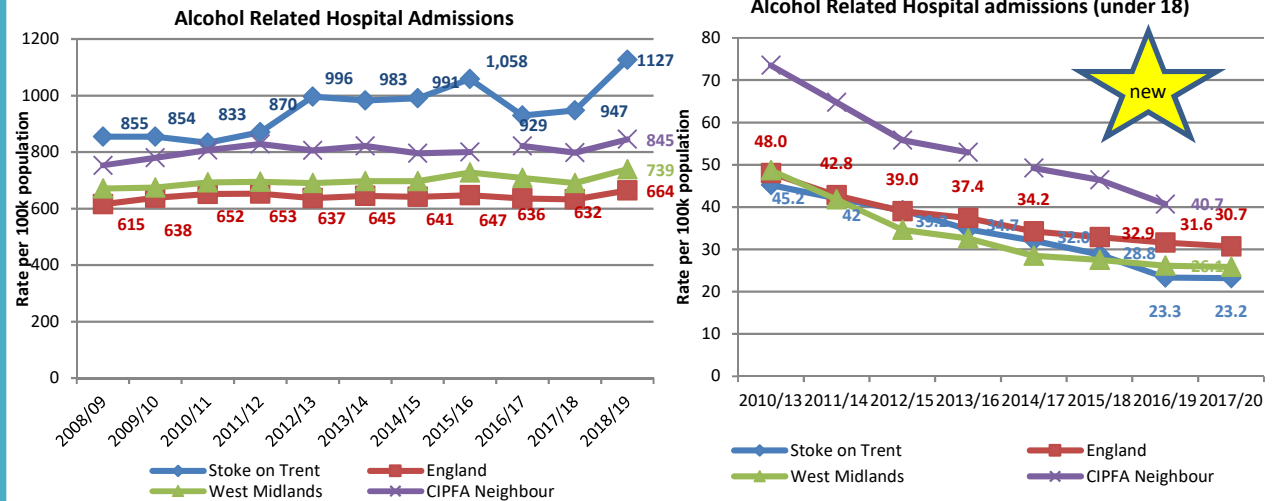
Fewer people are relapsing from alcohol post-treatment, demonstrating a strong recovery programme being delivered by the CDAS Stoke Recovery Service. 80 people remained abstinent (alcohol free) and achieved 3+ months in recovery between April and July 19.

### Risks and Challenges

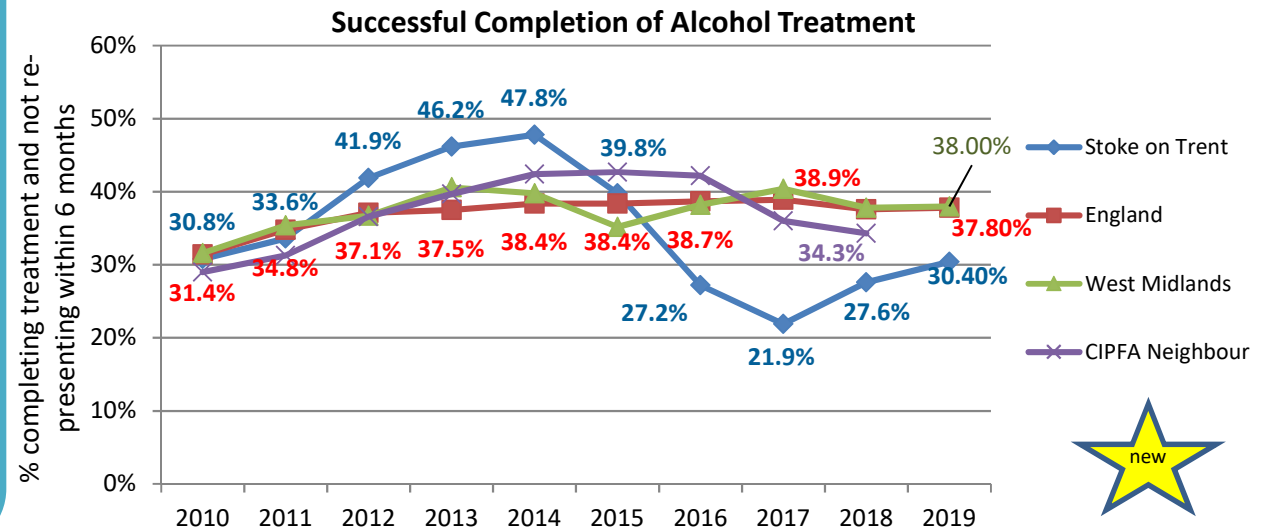
Most people in treatment in Stoke-on-Trent in 2016/17 were aged 45 to 49 (NDTMS JSNA). Older alcohol users often have complex, cumulative physical and mental health problems. Work is ongoing with primary care and mental health services to improve pathways for this cohort.

Public Health England estimate a high number of children in the city are living with an adult who is alcohol dependent. Substance misuse has a significant effect on children and families, including limiting life chances. CDAS and the council's Substances and Family Education (SAFE) team are working closely to identify and support children of people in treatment to mitigate the likelihood of them developing alcohol issues.

## Young people and adults make informed decisions to stay safe from the harm of alcohol misuse

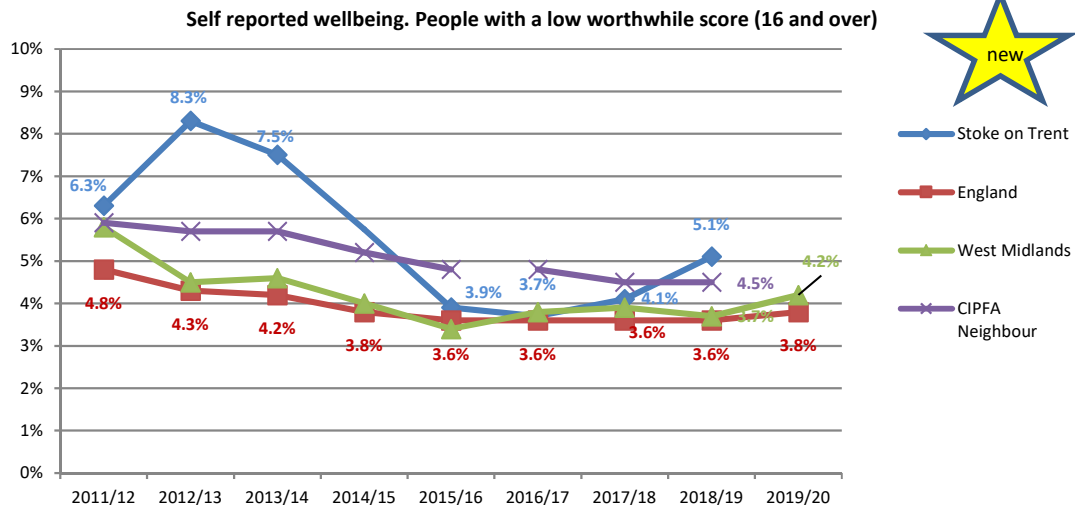


## Improved quality of life for people in recovery

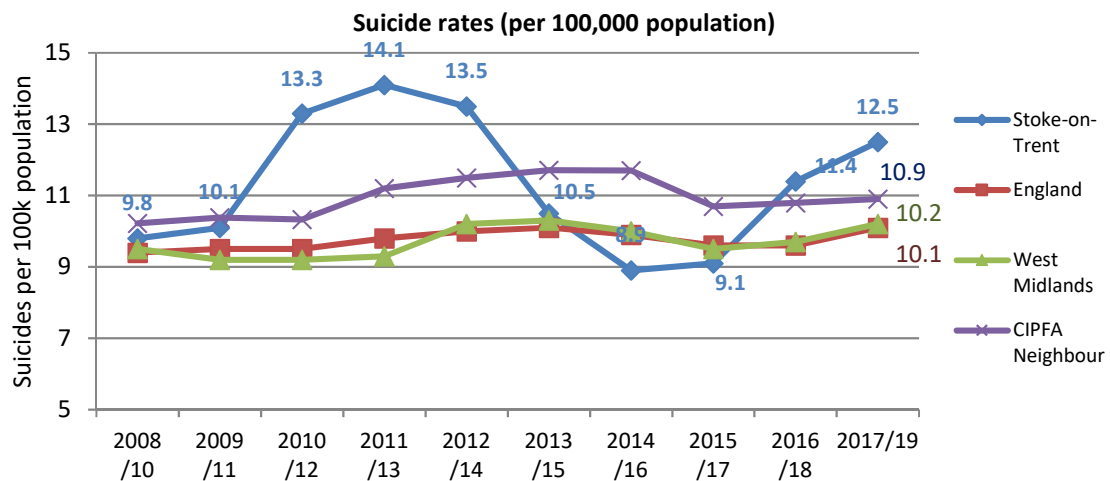


# Improve emotional wellbeing and mental health

## People in Stoke-on-Trent believe the things that they do are worthwhile



## Our ambition long term is to reduce the rate of suicide in Stoke-on-Trent with the first step being to slow down year on year increase



## Strategic Update

### Key Messages

- The percentage of people reporting a low worthwhile score in Stoke-on-Trent, whilst having risen slightly, is similar to the England benchmark.
- The suicide rate for Stoke-on-Trent has increased slightly from 11.4 to 12.5 per 100,000, well above the benchmark rates.

### Progress Made

- Assets-based community development (ABCD) continues under the My Community Matters (MCM) programme.
- In Q2 MCM led 84 befriending activities such as phone calls, dog walks, food shops etc
- MCM sharing new adapted approach during Covid. 21 resident volunteers to benefit others – cooking meals for neighbours, helping at foodbanks, dog walks etc
- Increased social engagement online – 483 followers, 40 new since end of June, Facebook reach – July 196 (quiz about Stoke) August 2511 (Burslem camera Club) sept 321 (BJF cook book)
- Working across the city in various locations to support vulnerable residents through befriending calls, visits, assisting with applications, supporting foodbanks.
- Loneliness Strategic Partnership has continued to meet monthly – partners mostly representing older people sit on the group. Many are delivering befriending calls, some face to face visits and ensuring their most vulnerable customers have everything they need.
- #talksuicide was launched on World Suicide Prevention day. 360 places of suicide awareness training offered across Stoke and the county. As part of this work also looking to recruit suicide prevention champions across Stoke on Trent.
- The population wellbeing service continues to support people to improve their mental health and resilience through evidence-based techniques from cognitive-behavioural therapy and mindfulness. The service continues to achieve positive mental wellbeing outcomes
- The Age Friendly City Board has met a couple of times via zoom, they are keeping active and engaged through Beth Johnson projects, volunteering at foodbanks etc

### Risks and Challenges

- Ongoing pandemic work taking priority over other work programme areas.

# Keep older people safe and well

## Strategic Update

### Key Messages

- The system continues to work together closely to address the delays through the hospital impacting on length of stay and delayed transfers of care.
- The NHS Operational Pressures Escalation Level at Royal Stoke University Hospital have remained around levels 3/4 due to the impact of the Covid pandemic.

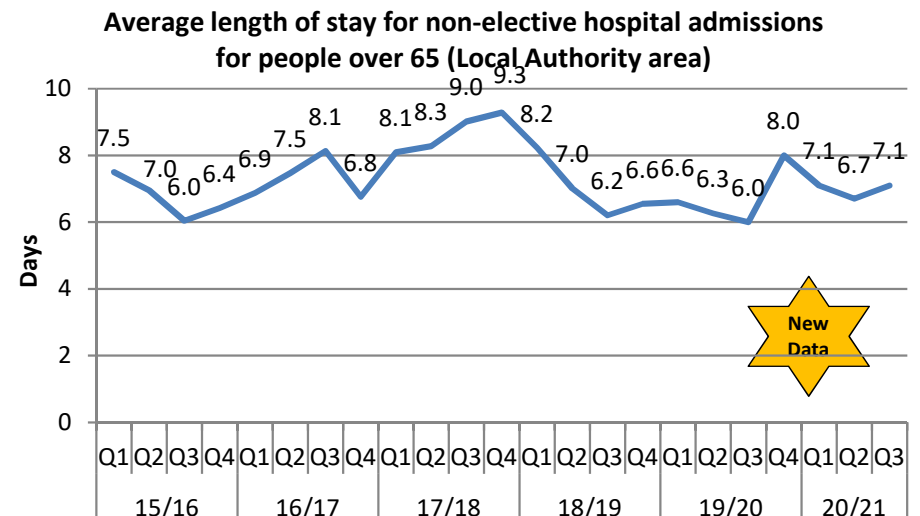
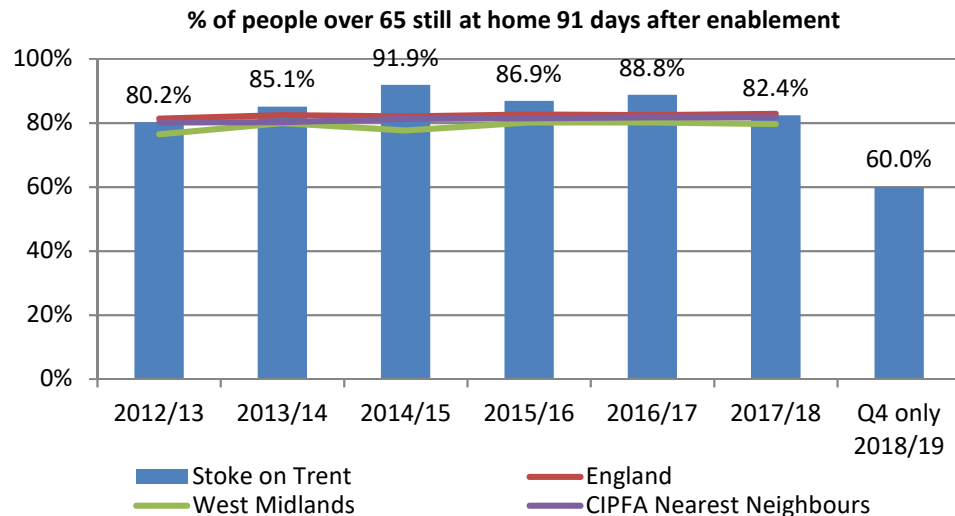
### Progress Made

- Partners are currently jointly developing the Easter plan to ensure continued flow over the Easter weekend and for the May Bank Holidays.
- MPFT and Stoke-on-Trent City Council have agreed to work towards a seamless discharge model that supports Home First. Half of the Hospital Social Care Team (SOTCC) have relocated to Longton to work alongside Home First staff. Hospital social work team are also currently located in the Royal Stoke.
- New reablement data has been developed, it is still being validated but signs are encouraging.

### Risks and Challenges

- Capacity in the home care market continues to be a concern through increased pressures due to Covid and winter pressures.
- Increase in levels on non-elective admissions from care homes – to be investigated.

## Older people will be supported to live independently for as long as possible

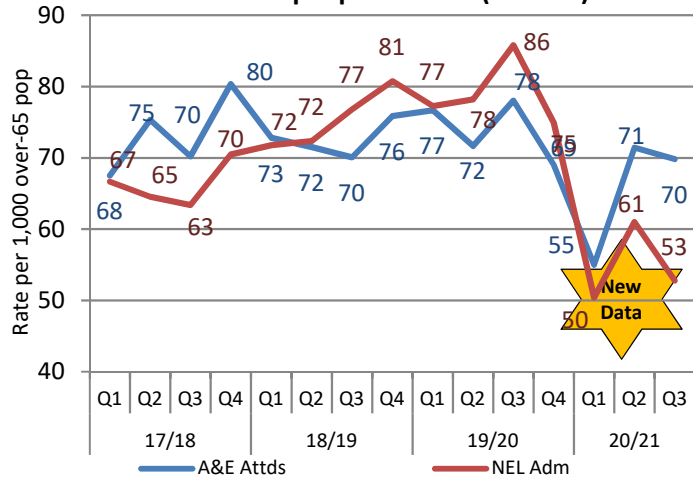




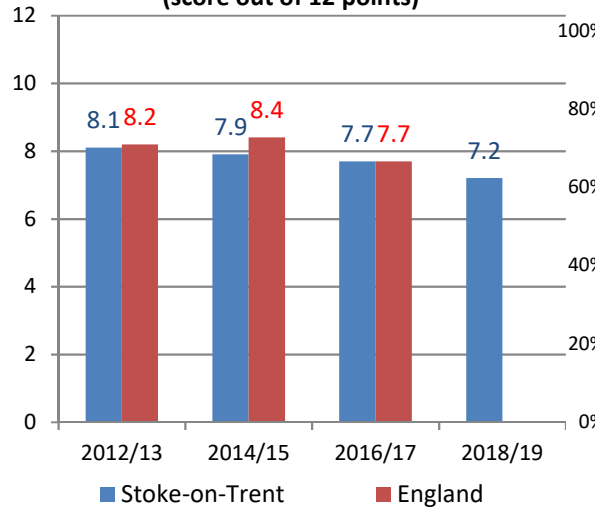
Older people have the opportunity to enjoy good health and wellbeing throughout their life, and can access support and information to help manage care needs when they arise

People will have a decent and safe home to live in

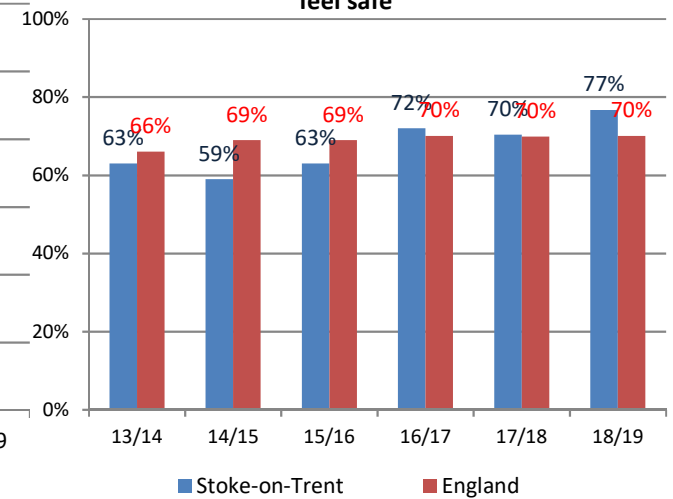
**A&E attendances & Non-elective hospital admissions for people over 65 (LA area)**



**Carer reported quality of life (score out of 12 points)**

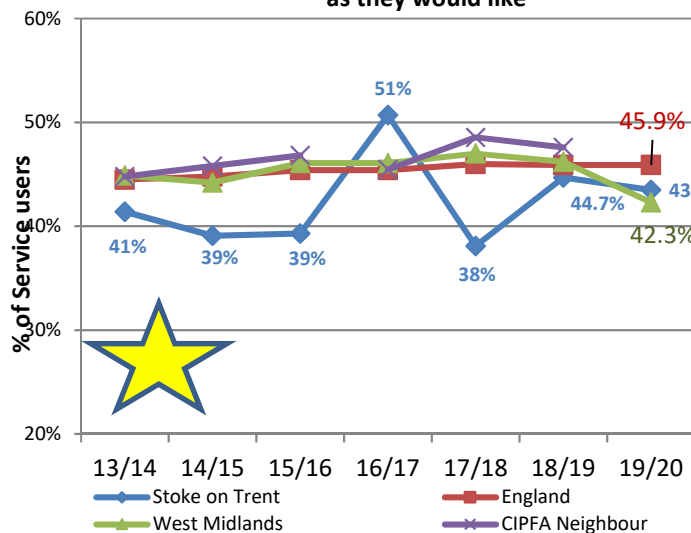


**% of people who use social care services and feel safe**

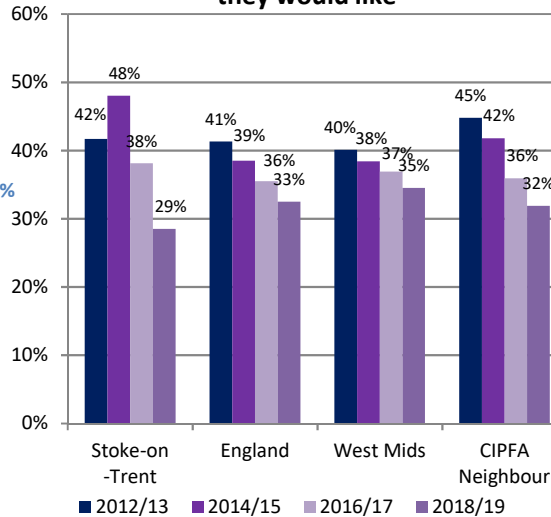


People will feel valued and have a sense of belonging with positive relationships and social networks which allow them to enjoy hobbies, interests and employment

**% of service users with as much social contact as they would like**



**Carers with as much social contact as they would like**



**% of residents who have given unpaid help to friends, neighbours and organisations**

